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Chrysanthemum and Pompon
ROOTED CUTTINGS For
1940



Captain Blood

GRECO'S
Greenhouses
MIDDLETOWN
CONNECTICUT

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U. S. Department of Agriculture



Detroit News



Anna Kaskas



Mrs. H. E. Kidder



Miss Helen Frick



Oak Leaf



Friendly Rival

CAPTAIN BLOOD

An unusual Pompon, that when disbudded, approaches 4 inches, but makes attractive sprays with flowers on sufficiently long petioles to avoid a crowded effect. Blooms are solid, rounded form with petalage fully double (illustrated on front). Fully developed, the flowers have a deep profile. Stems very strong and healthy, disease-resistant foliage. A splendid producer and can be flowered for Thanksgiving yet with cool treatment, may be had for Christmas.

Rooted Cuttings \$4.00 per 100, \$35.00 per 1000

CHRYSANTHEMUM SPECIALISTS

We have been growing Chrysanthemums for many years—years of work, study, testing and experimenting, with but one thought in mind: to produce the strongest, healthiest Chrysanthemum plants possible, of the best varieties obtainable and to sell them at a price which will enable our customers to make money.

This plan has been so successful that we

have devoted our entire plant to the growing of Chrysanthemums.

We are listing in this folder the finest varieties in their classes.

If you have never grown our Chrysanthemums, give us a trial order and you will receive the finest rooted cuttings it is possible to produce.



Hasegawa Pink



Cora Peck Buhl



Rolinda



Valencia



Buttercup



Rowena

Chrysanthemums that do well under Black Cloth

We have grown the varieties listed below under cloth and found them to be very satisfactory.

CARDONIA

CELESTRA

CHRYSOLORA

GOLDEN GLORY

GOOD NEWS

MRS. H. E. KIDDER

SUN GLOW

DETROIT NEWS

HILDA BERGEN

INDIANOLA

J. W. PRINCE

PINK CHIEF

BETSY ROSS

CHARLES RAGER

MARKETEER

QUAKER MAID

SILVER SHEEN

WHITE CHIEFTAIN

INDIAN CHIEF

MRS. DAVID F. ROY

SNOW WHITE

POMPONS

ARCADIA

BLANCHE

BOKHARA

W. H. BUCKINGHAM

BRONZE BUCKINGHAM

CORA PECK BUHL

ERMALINDA

FEZ

FIRE BIRD

GRACELAND

HASEGAWA PINK

IRENE

JEWEL

LILLIAN DOTY

WHITE DOTY

MARY LENNON HALL

NEW YORK

MRS. E. D. GODFREY

NORMA

NUBIAN

NUGGETS

PINK DOT

PRINCETON

SARDA

SEA GULL

SNOW CLOUD

SUN TAN

VERA VICTORIA

WHITE ANEMONE

YELLOW FELLOW

ROSE CHARM

CAPTAIN COOK

TOUCHDOWN

BRONZE QUEEN

WHITE MENSA

GOLDEN MENSA

RUTH CUMMINGS

BONNIBEL

ROBIN HOOD

YOLANDA

Considered by all who have seen it, one of the finest of recent introductions in the Anemone-flowered section. Distinctly self-colored and an unusual shade of apricot bronze. Either as natural sprays or disbudded the flowers are perfectly formed, the center cushion being in nice proportion to the outer petals. Stems stiff with flowers well placed when grown as sprays; foliage, vigorous and brilliant green, with strong resistance to disease. Can be flowered for Thanksgiving and later.

Rooted Cuttings \$4.00 per 100, \$35.00 per 1000

GRECO'S CHRYSANTHEMUMS



Chrysanthemum, Friendly Call

YELLOW

Cardonia. One of the finest yellow Mums to bloom the first week in November. It is a rich golden yellow without a trace of bronze. An incurved that keeps and ships well. Grows to height of 4 to 5 ft. from June planting. Matures Nov. 1-5.

Celestra. A globular, medium-sized flower; grows well and blooms Oct. 10.

Chrysolora. An early, incurved lemon-yellow Mum that will bloom Oct. 10.

Clara B. Ford. A large, incurved yellow, much the same as Mrs. Nellie T. Ross. Matures Thanksgiving.

Friendly Call. Buff yellow, very similar to the popular variety Major Bonnaffon. It is a tall, easy grower and a sure money-maker. When placing your order for Mum cuttings be sure to include this variety. Matures Nov. 25. \$4.00 per 100, \$35.00 per 1000.

Friendly Rival. Among the finest for Thanksgiving, the color being a rich deep yellow; incurved in form and very large in size.

Golden Celebration. A large yellow of the reflex type that grows very freely. Blooms Nov. 20-25.

Golden Chattanooga. Beautiful, large, incurved yellow that has sported from White Chattanooga. A variety well worth growing. Matures Dec. 1.

Golden Gladys Pearson. A yellow sport of the well-known variety, Gladys Pearson. A beautiful golden yellow in color and incurved in form. In bloom for Thanksgiving.

Golden Glory. Strong grower that will produce two very large blooms per plant. It is such an easy grower that it should be included in every planting as a sure money-maker. Blooms Nov. 1.

Golden Glow Improved. This is the earliest bright yellow. It should be planted early to get flowers Oct. Select bud July 10th.

Golden Mistletoe. One of the best very late yellows in existence. It is a strong grower that is capable of producing more than one flower per plant. Matures during Dec.

Golden Nellie T. Ross. The same as Mrs. Nellie T. Ross but of much brighter color.

Golden Queen. An early yellow that does not grow very tall. Matures Oct. 25.

Golden Wave. A good early incurved yellow that grows very tall and will support more than one flower to a plant. Matures Oct. 20.

Gold Lode. A very early yellow that will easily produce two or three blooms to the plant. Blooms Oct. 5.



Chrysanthemum, Celestra

Good News. A sport which is sure to become as popular as Detroit News from which it sported. Color a bright shade of yellow. Possesses all the good qualities of Detroit News.

Major Bonnaffon. One of the old standbys. A medium-sized, incurved bloom, the color being about the same shade as Friendly Rival. Blooms Nov. 20.

Marie de Petris. Deep yellow, incurved variety with a very rigid stem and beautiful dark green foliage. Matures Nov. 20-25.

Mrs. Franklin D. Roosevelt. Large, incurved yellow that grows tall. Matures Nov. 15.

Mrs. H. E. Kidder. The best early bright yellow Mum on the market. A vigorous grower with large blooms and beautiful foliage. Matures Oct. 25.

Mrs. Nellie T. Ross. One of the best late yellow Mums on the market. A variety that grows well, with large, incurved flowers. Matures for Thanksgiving.

Mrs. R. M. Galkins. A deep golden yellow that is incurved in form, large in size and with a very rigid stem. Matures Thanksgiving.

Richmond. Beautiful incurved yellow that blooms Nov. 1-5.

Secretary Nehrling. A perfect commercial yellow with foliage extending up to the bloom. A bright yellow in color with a large, incurved bloom. 4 ft. from June planting. Blooms Nov. 15 to 20.

Sun Glow. An early, incurved yellow that produces a high percentage of large, perfect blooms. Matures Oct. 20-25.

Sun Gold. Very large yellow that comes into bloom about 10 days after Thanksgiving if grown cool. Exceptionally strong in growth and will produce three blooms per plant with ease.

Tobin's Late Yellow. The best late yellow to come in with Smith's Late White. The foliage and growing habits are excellent.

Whittier. One of the most reliable incurved yellow varieties on the market to bloom Nov. 15. It is a strong, tall grower that is not susceptible to disease.

William Didden. A yellow sport of Indianapolis. Identical in every respect but the color.

Yellow December Glory. A creamy white sport from December Glory and is the same as this very popular late white in other respects. Reserve bud Sept. 30. Matures Dec. 1-10.

Yellow Frost. A yellow sport from Early Frost. Identical with the exception of color.

Yellow Mefo. Yellow sport of white Mefo. Identical to parent except in color. Matures Nov. 20.

Yellow Monument. Yellow sport from Monument. Identical in every respect except color. Blooms in the middle of November.

BRONZE

Anna Kaskas (New). A large commercial variety producing full rounded, closely incurved blooms 5 to 7 in. across when grown two blooms to the plant. It is a golden bronze in color with a very good habit of growth, attaining a height of 5 ft. from June planting.

Bronze Chadwick. This variety is the same as Indian Summer.

Bronze Mistletoe. The latest bronze Mum on the market. Grows very vigorously, supporting three flowers to a plant. Matures Dec.

Detroit News. The very best early bronze to date. In form it is incurved in its early stages, gradually reflexing as it matures. Blooms 8 in. in diameter when fully developed. Matures Oct. 25.

Dorianda. A short-growing bronze that matures Oct. 25.

Gladys Pearson. This variety is a medium shade of bronze, incurved in form, strong grower and grows easily. One of the best. Matures Nov. 25.

Hilda H. Bergen. A very good mahogany bronze maturing Oct. 25. Select bud Sept. 10. Blooms are round, borne on rigid stems.

Indianola. An early bronze maturing about Oct. 15. In color it is much lighter than Detroit News.

Indian Chief. One of the largest bronze commercial Mums that has been introduced to date. The high rounded blooms that average 7 in. across, are closely incurved and possess the crisp substance and lasting qualities of the well-known variety Detroit News. It blooms from Nov. 5 to 10. Select terminal bud. \$4.00 per 100, \$35.00 per 1000.



Chrysanthemum, Golden Glory

Indian Summer. A tall-growing, incurved bronze that comes in just right for Thanksgiving.

Mrs. H. S. Firestone. Very large bloom with rigid stem and good foliage. Color, chamois-buff. It is not a tall grower and should be planted, therefore, the first week in June. Blooms Nov. 1.

Mrs. A. J. Stahelin. A good mid-November light bronze with the reverse of the petals a bright yellow. The flowers are borne on strong rigid stems with beautiful dark green foliage and a very large, incurved bloom.

Oak Leaf. Dark sport of Gladys Pearson. A fast grower and very disease resistant. Just right for Thanksgiving.

PINK

Andrew Schmidt. Dark sport of Edwin A. Seidewitz and grows just as vigorously as its parent.

Distinction. One of the finest commercial pinks for mid-November. Grows upright with rigid stem and fine foliage. Large, incurved flower with good substance. Clear bright pink. Take terminal bud for best color.

Dr. Engelhard. This easy growing rose-pink Mum will bloom for Thanksgiving.

Edwin A. Seidewitz. A tall-growing variety of the reflex type, blooming for Thanksgiving.

Indianapolis Pink. A beautiful pink Mum to follow the early varieties in this color. It is an easy grower and produces a high percentage of perfect blooms. Matures Nov. 12. \$6.00 per 100, \$55.00 per 1000.

Josephine Lawler. A medium shade of pink. Blooms Oct. 20.

Justrite. An early incurved variety that does not grow tall. It is a medium pink in color, strong-stemmed, with heavy foliage. We consider this the best early pink. Matures Oct. 15.

J. W. Prince. Dark sport of Pink Chieftain, and like it, but is a deeper shade of pink.

Lustre. Short-growing variety with deep pink blooms on a very rigid stem. Matures Oct. 10.



Chrysanthemum, Mrs. E. D. Godfrey

WHITE

Ambassador. A very good variety for growing either normally or under shade. This variety can be made to bloom from Sept. 1 to Nov. 1. A very easy, early incurved with good stem and foliage. Take terminal bud.

Betsy Ross. A massive, incurved white; strong stems and good foliage. Matures Nov. 5.

Charles Rager. An incurved white of medium height. Matures Nov. 10.

Chattanooga. Beautiful, loosely incurved white that grows rather tall. Matures Dec. 1.



Chrysanthemum, Chattanooga

December Beauty. This variety produces a massive bloom of excellent quality. When grown cool it has a tendency to be tinged with pink. It is indeed worth having. Select terminal bud Oct. 5. Matures Dec. 1-5.

December Glory. Medium-sized flower, perfectly globular in form and of excellent substance. Matures Dec. 1-10.

Early Frost. One of the earliest whiter. As this variety is a short grower it should be planted in May for best results.

Marketeer. A fine clean, easy growing pure white with beautiful foliage and strong stems. As a midseason white this variety is unsurpassed. Matures Nov. 15-20. \$6.00 per 100, \$55.00 per 1000.

Mefo. A large, loosely incurved white with very heavy stems and large green foliage. The bloom is incurved in its early stages but gradually reflexes as it matures. Matures Nov. 20.

Monument. One of the best known whites for mid-November. The blooms are large, pure white and round. The foliage is good and grows to a height of 4 ft. from July planting.

Quaker Maid. One of the very best whites to come into bloom about Oct. 5.

Silver Sheen. One of the best whites to follow Quaker Maid. An easy growing incurved. Matures Oct. 20.

Smith's Late White. A large white Mum with broad well-formed petals of the incurved type. The foliage is a dark glossy green extending all the way up to the bloom. As a late December white this is by far the best.

Snow White. A large pure white with strong stem and glossy foliage for November 1st blooming. Does very well under black cloth.

Tom Browne. A very large pure white Mum of the incurved type. Easily bears two or three blooms of excellent quality per plant with beautiful foliage. Matures Nov. 20-25.

White Chieftain. White sport of Pink Chieftain. Same as its parent in everything but color. Matures Nov. 15-20.

White Mistletoe. This is in every respect the same as all the other Mistletoes.

CRIMSON

Garnet King. A beautiful incurved, shaggy crimson that is inclined to grow short. We therefore advise planting this variety early. Matures Nov. 20-25.

Harvard. Another, crimson that is reflex in form and an easy grower. Matures Nov. 25.

Mohawk Chief. Large crimson, to bloom Nov. 30. Strong healthy grower. Select terminal bud.

Mrs. David E. Roy. A beautiful crimson with bronze reverse. The plant grows strong and vigorous, with clean, dark foliage. One of the finest to bring in under black cloth. Blooms normally Nov. 15.

Unalga. A large, double Pompon that produces heavily and grows vigorously. This variety can be disbudded or be grown in sprays. A very good variety. Blooms Nov. 28.

Usona. A large bright pink Pompon maturing just in time for Thanksgiving. Very productive, with strong, upright growth. Height 3 ft.

Valencia. A beautiful single pink Pompon that when disbudded produces individual blooms 5 to 6 in. across. Matures Nov. 30.

YOLANDA

A worthy addition to the list of commercial small-flowered or Pompon varieties. Anemone-flowered type, it is a splendid healthy grower, producing attractive sprays on long stems. Disbudded, the flowers will reach 4 inches and flowers are perfect in all stages. The color is a distinctive shade of apricot bronze with no other tints—truly self-colored. A variety we can honestly recommend both for market and local trade. Packs and ships well and a fine keeper.

(See color illustration on reverse side)

Rooted Cuttings:
\$4.00 per 100, \$35.00 per 1000

Vera Victoria. One of the newer varieties. In color it is about the same shade of yellow as Mary Lennen Hall, but a much heavier producer and grows easier. It is also one of the best yellow Pommoms to bring in early under black cloth. No grower should be without this very wonderful variety. Blooms Nov. 1.

Volunteer (Anemone). Small Anemone that produces an abundance of yellow blooms for Thanksgiving.

Wee Dot. A tiny bronze Button type Pompon that should be grown in pots only because of its dwarf habit. Matures Nov. 1.

Western Beauty. A large double bright pink that produces well. A good pink Pompon for Thanksgiving.

White Anemone. A large pure white Pompon of the Anemone type. The pure white petals and cushion, vigor of growth, spray formation, and the many rows of snow-white petals, make it a very superior variety. It disbuds very easily. Blooms in early November.

White Dot. White sport of Lilian Doty. Same in every respect but color. Blooms Nov. 1.

White Mensa. A medium-sized white Single to Bloom Nov. 10. It is a strong, good producer and a good keeper.

Woburn. A pink Single that is very much like Mrs. E. D. Godfrey. It grows tall and is a very heavy producer. It is the best single pink to bloom Nov. 15.

Yellow Dot (Not a sport of Pink Dot). Lemon-yellow, small-flowering Pompon. Best for pot-culture. Matures Nov. 15.

Yellow Fellow. A large yellow Pompon borne on strong stems. Bears well and does not grow too tall. Blooms Nov. 15.

Yellow Gem. A new clear yellow Pompon of the Button type. As this variety is a short grower we advise planting it early. Matures Oct. 15.

Yuletide. One of the latest and whitest Pommoms on the market. It grows easily and blooms in early December.

Yuvawn. A Pompon of medium height and a very heavy producer. The color is a brilliant yellow and the flowers are well spaced on the stem. A very good Pompon for Thanksgiving.



Ermahinda

POMPON CHRYSANTHEMUMS

CAPTAIN BLOOD

An outstanding addition to the list of commercial Pompon varieties. The flowers are rounded in outline, fully double, and the color is deep crimson scarlet, except as the petals as they unfold, show a golden reverse—in the fully developed flower this is only visible in the center. A splendid healthy grower, with long, strong stems and perfect foliage, the plants produce neat, attractive sprays, or by disbudding, five to six 4-inch flowers per plant can be obtained. Can be flowered for Thanksgiving, but under cool conditions may be held until Christmas. An excellent producer.

(See color illustration on reverse side)

Rooted Cuttings:
\$4.00 per 100, \$35.00 per 1000

Cora Peck Buhl. One of the very best early yellow Pommoms, coming into bloom Oct. 25. It is a tall grower and heavy producer.

Cordova. The best large white Pompon to bloom for Thanksgiving.

Crimson Glow (Anemone). Very beautiful, deep crimson that does best when disbudded. Matures for Thanksgiving.

December Glory (Pompon). Tall, graceful spikes of pure white flowers, 2½ in. in diameter. One of latest white Pommoms today. Blooms Dec. 5 to Jan. 10.

Dream. A medium shade of pink with strong, stiff stems with good foliage. Blooms Nov. 20.

Espy's Dark Pink Supreme. Sport of Espy's Pink Supreme. Vigorous, large flowering dark pink Anemone of medium height that matures Nov. 25.

Espy's White Supreme. Its growing habits are about the same as Dark Pink Supreme. It is pure white. Blooms Nov. 25.

Ermahinda. Beautiful shade of orchid-pink. The best pink to bloom Oct. 25.

Estrelita (Anemone). Good bronzy orange with several rows of ray florets and high cushion. Best when disbudded. Matures Nov. 20.

Fez. A new, outstanding variety of perfect form and color. The flowers are rather small, well spaced, and a beautiful chestnut-crimson. Height about 4 ft. Matures Nov. 10.

Fire Bird. A reddish bronze Pompon borne on strong, stiff stems. The foliage is a beautiful dark green and attains a height of 4 to 5 ft. from June planting. Under black cloth it does equally well. We recommend this variety very highly. Blooms Oct. 25.

Francis Whitlesey. A dark bronze sport from Ruth Cummings, with all its good qualities. Blooms Oct. 5-10.

Frank Wilcox. A beautiful golden bronze that does not grow too tall. The stems are rigid and the foliage is good.

Frank Wilcox, Jr. A short-growing bronze Button type Pompon. Blooms Nov. 25.

Garza Supreme (Anemone). White variety that will bloom in December and later. The best Anemone for late flowering.

Glow. One of the finest Pommoms of its color for Thanksgiving. Growing orange, shading to red toward the center. A good keeper, good producer, and wiry grower.

Gold Coin. A large, golden yellow Pompon of the same type as Unalga. Does very well disbudded. Blooms for Thanksgiving.

Golden Garza Supreme (Anemone). A golden sport of Garza Supreme.

Gold Tips. A very odd bronze with gold tips on each petal. It is a very heavy producer and an easy grower. Blooms Nov. 25.

Graceland. A strong heavy producing Anemone type Pompon with pure white petals and yellow cushion. The blooms resemble the well-known Blanche, but it is much better in every respect. Matures Oct. 25 to Nov. 1.

Hasegawa Josephine. In habit this resembles the Hasegawa Minoru, being tall growing, vigorous and prolific. The individual flowers are somewhat lighter in color. Blooms Dec. 5-15.

Hasegawa Minoru. An outstanding single Pompon with large flowers of rusty bronze color, produced on tall, sturdy stems. Blooms Dec. 5-15.

Hasegawa Pink. A pink Single that produces well, borne on rigid stems. This variety is much better than Mrs. E. D. Godfrey. Blooms Nov. 15.

Hasegawa Poinsettia. A Single with brilliant Poinsettia-red petals and golden center. It blooms prolifically from Nov. 20 to Dec. 1.

Helen Hubbard. Rich velvety crimson that blooms for Thanksgiving. It is of the Decorative type and in demand for that time of the year. The color does not fade and keeps very well.

Irene. One of the best white Pommoms on the market to bloom Oct. 15. The flowers are borne on straight, strong stems and it is a very heavy producer. We recommend this variety.

Irene Rich. About the same as Dream but blooms Nov. 1.

Jewel. Large Button type. The very best early pink for growing normally and under shade.

Legal Tender. Our very best golden bronze for Thanksgiving. It is a vigorous grower, heavy producer, with well-spaced flowers.

Lilian Doty. A large shell-pink Pompon that can be grown either disbudded or in sprays. Blooms Nov. 1.

Loris. A new late bronze Pompon that grows very well and produces heavily. The flowers are fully 3 in. across and a beautiful deep bronze. For late blooming, this variety is unsurpassed. \$4.00 per 100, \$35.00 per 1000.

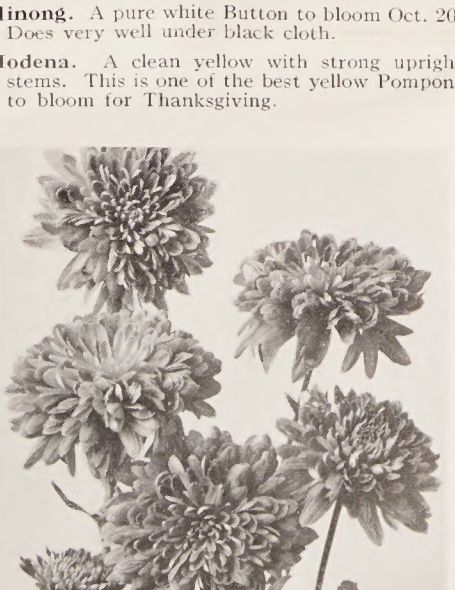
Lucinda. A deep pink Pompon that blooms Nov. 15 to 20. A strong, upright grower with good foliage.

Mary Lennen Hall. A very good clear yellow that blooms Nov. 5 to 10. A good producer on strong stems.

Melba. An orange-bronze Single Pompon that does not grow too tall. The flowers when grown in sprays are about 4 in. in diameter. Blooms Nov. 10.

Minong. A pure white Button to bloom Oct. 20. Does very well under black cloth.

Modena. A clean yellow with strong upright stems. This is one of the best yellow Pommoms to bloom for Thanksgiving.



Chrysanthemum, Firebird

Mrs. Beu. Another name for Frank Wilcox.

Mrs. E. D. Godfrey. Single pink Pompon. Heavy producer and strong, tall grower. Matures Nov. 25.

New York. A light bronze Pompon of the Button type. The blooms are about 1½ in. across, borne on strong, straight stems. This variety may be planted a little closer because of the small foliage. Matures Nov. 15.

Norma (Anemone). Beautiful deep pink with a light yellow cushion. When disbudded it will produce 5 or 6 flowers easily. Matures for Thanksgiving.

November Bronze. Large orange Pompon without any trace of red. It has beautiful foliage and excellent growing habits. Matures Nov. 25.

Nubian. A reddish bronze Pompon blooming late in October. A heavy producer and tall grower.

Nuggets. Rather short-growing yellow Pompon of the Button type. Grows and produces well. Oct. 25.

Pagosa. A late, dark pink Pompon the same shade as Thanksgiving Pink. This variety is one of the best late Pinks. Blooms Dec. 5.

Pink Dot. Pale pink, shading to red toward the center. One of the best to bloom Oct. 20.

Pink Supreme. Color delicate shell-pink. Prominent regular cushion with several rows of ray florets. Height 4 ft. and, matures Dec. 1. A very good Anemone for this time.

Princeton. Color bright orange. A large, intermediate Pompon about 2½ in. in diameter. Strong, upright growth and beautiful dark green foliage. Blooms for Thanksgiving.

Orchid Beauty. Medium-sized orchid-pink Anemone. A good producer and very strong. Should be planted early as it does not grow very tall. Matures Nov. 15.

Red Beu. The same as Red Wilcox.

Red Melba. A beautiful dark red sport of Melba. Identical to Melba in every respect but the color.

Red Rolinda. A beautiful deep red sport of Rolinda.

Red Rover. Large Single deep crimson in color, with golden reverse. It produces heavily and is very disease-resistant. Blooms Nov. 15.



Chrysanthemum, Nuggets

ALL PLANTS LISTED ARE PRICED AT
\$2.50 per 100 • • • \$22.50 per 1000
EXCEPT WHERE OTHERWISE NOTED



Chrysanthemum, Arcadia

GRECO'S GREENHOUSES

MIDDLETOWN, CONN.

1940

Price List

This list cancels
all previous lists



YOLANDA

(ANEMONE)

Considered by all who have seen it, one of the finest of recent introductions in the Anemone-flowered section. Distinctly self colored and an unusual shade of apricot bronze. Either as natural sprays or disbudded, the flowers are perfectly formed, the center cushion being in nice proportion to the outer petals. Stems stiff with flowers well placed when grown as sprays; foliage, vigorous and brilliant green, with strong resistance to disease. Can be flowered for Thanksgiving and later.

Rooted Cuttings \$4.00 per 100, \$35.00 per 1000

Profit or Loss in Chrysanthemum Culture

Throughout the years that we have been growing Chrysanthemums our one aim has been to make the Mum crop a real paying proposition. Suffice to say that as a result of constant experiments, we now grow Mums exclusively.

It is true that many growers do not realize a great amount of profit from growing Chrysanthemums. This is usually attributed to low market prices, but the trouble more often than not, does not lie with market conditions. We find it essential to start with cuttings that are strong, of uniform size and disease free so that each will quickly get under way and produce its share of flowers. A weakly cutting will never amount to much and the result is poor production. This, of course, can be overcome by buying cuttings from reputable Mum specialists.

The next common cause of failure comes

through overfeeding and overwatering during the growing season. Watering should be watched very carefully, as a great deal of damage can be done by too much water. Regarding feeding, the soil should be tested regularly, so that blind applications are avoided.

The last, and perhaps most important reason for Mum failures is due to slackening of efforts in keeping down disease towards the end of the season, just before the plants bloom. No matter how well they have done all Summer, a few days' neglect will ruin a Mum crop if disease secures a footing.

Ultimate success depends greatly on the foregoing facts. A well grown crop of Chrysanthemums and Pompons will pay well, but as with all other flower crops, neglect of the essentials that mean good health, will spell loss instead of profit.